

DIVISION OF ALCOHOL AND SUBSTANCE ABUSE
OFFICE OF PROGRAM SERVICES
PROGRAM PROFILE

Reducing Underage Drinking (RUaD)

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Who Can I Contact At DBHR For More Information?

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What Is The Program Description?

RUaD consists of state-level efforts and community-based strategies. The State RUaD Coalition has members who represent 22 state agencies and organizations. A major current effort is a media campaign called "Start Talking Before They Start Drinking;" its fulfillment is a website www.starttalkingnow.org, and has used paid media and public service announcements on TV and radio, and radio spots in Spanish. Other statewide efforts are directed at enhancing the enforcement of laws pertaining to underage use of alcohol and reducing youth exposure to alcohol industry marketing.

What Populations Are Served/ Who Is Eligible For These Services?

The "Start Talking" campaign is directed at parents, primarily those who have middle-school-aged children. Comprehensive plans at the community level were recently concluded in four rural sites: White Pass, Dayton, Othello, and Ellensburg/CWU. Other more targeted initiatives have recently been undertaken in Sedro-Woolley, Wenatchee, Clark County, Cowlitz County, Snohomish County, and Yakima. The overall aim of the program is to change community norms and reduce alcohol use and the consequences of such use by people under the age of 21.

How Many People Are Served During The Biennium?

With state-wide and community-wide approaches to prevention services for this program, exact numbers are unknown.

What Is The Biennial Funding Amount and Source(s)?

The source of funding is the Office of Juvenile Justice and Delinquency Prevention. We have received two-year grants of \$350,000 or \$360,000 every year since 1998. The rural communities mentioned above received discretionary funding via a competitive OJJDP grant; we received \$1.03M for a three-year period (no-cost extension to four years) ending 9/30/09.

What Agencies Collaborate With DASA To Deliver These Services?

See attached list.

What Are The Sources For Program Data or More Information?

Additional information regarding the prevention of underage drinking can be found at: Center for Alcohol Marketing and Youth www.camy.org.
The Underage Drinking Education Training Center <http://www.udetc.org/>.
National Institute for Alcohol Abuse and Addiction.
<http://www.niaaa.nih.gov/publications/PSA/underage.htm>.

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Washington State Coalition to Reduce Underage Drinking

Agency/ Organization	Representative
WA State Governor's Office	John Lane, Executive Policy Advisor
<i>Leadership to Keep Children Alcohol Free</i> Natl. Gov. Spouses	Mike Gregoire, WA St. First Spouse
WA State Office of Lt. Governor	Brad Owen, Lt. Governor Brian Dirks, Communications Director
Washington State Patrol	John Batiste, Chief Lt. Tim Winchell
WA State Liquor Control Board	Sharon Foster, Board Chair Rick Garza, Deputy Administration Director TBD, Alcohol Awareness Program Manager
WA State Dept. of Health	Paul Davis, Policy Specialist
WA State Office of Sup. of Public Instruction	Martin Mueller, Asst. Superintendent, Student Support Jeff Soder, Safe & Drug Free Schools Dixie Grunenfelder, Student Assistance Prev. Program
WA Traffic Safety Commission and Traffic Safety Task Force	Angie Ward, Program Manager Shelly Baldwin, Impaired Driving Prevention Manager
Office of Attorney General of Washington	Rob McKenna, Attorney General Rusty Fallis, Senior Counsel Janelle Guthrie, Communications Director
WA State Department of Commerce	Carol Owens, Research/Evaluation, Safe & Drug Free Ramona Leber, Program Manager Tim Bernthal, Program Coordinator Mary Segawa, Community Mobilization
Division of Alcohol and Substance Abuse	Michael Langer, Supervisor, Treatment/Prevention Pam Darby, RUaD Coordinator Tina Burrell, Youth Treatment Systems Manager
Governor's Juvenile Justice Advisory Com.	Ryan Pinto, Director
WA State Family Policy Council	Laura Porter, Staff Director
WA National Guard Counter-drug Task Force	Col. Jerry Kosierowski, Counterdrug Coordinator
College Coalition for Substance Abuse Prevention	Jason Kilmer, Chair Charee Boulter, Steering Committee
WA Assoc. of Sheriffs & Police Chiefs	Don Pierce, Executive Director Tom Corzine, Deputy Director
WA Assoc. Substance Abuse & Violence Prevention	Liz Wilhelm, President Jim Cooper, Board member
WA State PTA	Bill Williams, Executive Director Maureen Monson, Program Director
Mothers Against Drunk Driving	Jill Mashburn, Director of Field Relations
WA St Students Against Destructive Decisions	Cara Filler, Coordinator WA/Ore State SADD
Native American Tribes	vacant
Parent/Families	Chris Volkmann, parent and author
Faith Community	vacant
RUaD Coalition Staff	Earlyse Swift, RUaD Coalition Manager
Liaison to Coalition	
DASA Citizens Advisory Council on Alcoholism and Drug Addition	Philip Gonzales, Vice Chair